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... a thumbs-up to a big-ticket ... **Buy an option** today and make a follow ... driven process, not a single-decision event ... Uncertain World (Harvard Business School Press, 1999 ...

www.cio-asia.com/pcio.nsf/unidlookup/

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... take a tax deduction for traveling (ticket ... In any event, no IRA contributions may ... Q.

If I **buy an option** ... the taxes, if I can show ... contributed to SEP for YE 1999 ...money.cnn.com/2000/02/11/taxes/q_tax_qa/ - 42k - [Cached](#) - [Similar pages](#)**Event Tickets**

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... initial Margin Requirement to **buy an option** ... I receive a notification in the event ... You will incur regular ticket charges ... Terms of Use · Partners ©Copyrights 1999 ...

www.sgmarket.com/faq's.htm - 49k - [Cached](#) - [Similar pages](#)**[PDF]Jun 8.25 x 11**File Format: PDF/Adobe Acrobat - [View as HTML](#)... This June 1999 CAPITAL M ... ALCO committee minutes show ... for example, could **buy an option** ...

Regarding

this event, several causes may ... in reading a deal ticket due ...

www.chicagofed.org/publications/capitalmarketnews/1999/cmn199906.pdf - [Similar pages](#)**NOVA Online | Transcripts | Trillion Dollar Bet**

... But if you **buy an option**, you have ... that went in with them, as a ticket to ... In December 1999, LTCM fully repaid the banks ... between whether this was a random event ...

www.pbs.org/wgbh/nova/transcripts/2704stockmarket.html - 49k - [Cached](#) - [Similar pages](#)**IC2000**

... by FDIC, I realize that in the event ... reset design will attempt to show ... stock we could **buy an option** ... were over \$60 million in 1999 ... could get you a movie ticket. ...

www.indexannuity.org/ic2000.htm - 76k - [Cached](#) - [Similar pages](#)**iPilot Ask The Experts**

... Wright showed up at the 1908 Paris show ... asf/publications/99nall.html. This is the 1999 ... You could then 'buy' an option for a ... such the KR2 to get my private ticket ...

www.ipilot.com/learn/expert-view.asp?cur=0&cid=3 - 92k - [Cached](#) - [Similar pages](#)

Scanned the articles

AEC-90: The American Private Enterprise System

... From 1980 to 1999, mortgage debt increased ... cost carriers jumped into the field, **ticket** ... at these other two measures may **show** a ... fall in the coming months can **buy** ...

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... In 1999, we imported \$1,029 trillion dollars worth of goods and exported \$684 ... Particularly in the purchase of big-**ticket** items, such as homes, autos, and major ...

www.ca.uky.edu/agc/pubs/aec/aec90/aec90.pdf - [Similar pages](#)

www.railfan.net/lists/rshsdepot-digest/rshsdepot-digest.archive.200205

... standing next to a burned out **ticket** ... ARC had offered to **buy an option** ... annual Stars of Texas Art **Show**. ... In 1999, the Chamber of Commerce ... much a part of the **event** ...

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nextlifedesigns.com: Welcome to bid for airline **ticket**!

... before agreeing to **buy - an option** ... And though it will **show** up ... tickets are sold or the **event** ... tickets with \$25 per **ticket** ... 6.8 Copyright ©1999-2001 ezboard, Inc. ...

www.nextlifedesigns.com/bid_for_airline_ticket.html - 101k - [Cached](#) - [Similar pages](#)

www.OptionInvestor.com is a leading Option Investment Newsletter ...

... The ideal time to **buy an option** ... moved at all this will **show** ... OEX from August to November 1999 ... if you're buying a **ticket** ... the possibility of a catastrophic **event** ...

www.optioninvestor.com/archive/emailversion/2000/073000_2.asp - 52k - [Cached](#) - [Similar pages](#)

gd.tuwien.ac.at/soc/gutenberg/etext01/plnth10.txt

... files per month, or 432 more Etexts in 1999 ... go among them, I don't try to **show** ... you have caught onto your life meal **ticket** ... he came to me, said he intended to **buy** ...

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... finance techniques for commodity-dependent countries, UNCTAD/ITCD/COM/Misc.39, Geneva, 1999 ... few hours or at most, days), or if negotiations take longer, to **buy** ...

www.unctad.org/en/docs/poitcdcomd31.en.pdf - [Similar pages](#)

[PS]doob.fam.tuwien.ac.at/~wschach/pubs/preprnts/prpr0104.ps.gz

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... To avoid this risk, we could **buy an option** ... Delta S). t. g is a non-empty. **event** ... This distinction between P and Q does not **show** ... of a call option on a lottery **ticket** ...

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bdahlia.com: Welcome to bid for airline **ticket**!

... price quote before agreeing to **buy - an option** ... And though it will **show** up on ... 18, 2000 New online **ticket** sites prepare ... available tickets are sold or the **event** ...

www.bdahlia.com/bid_for_airline_ticket.html - 101k - [Cached](#) - [Similar pages](#)

Private Client Letter for January1999

... Private Client Letter. January 1999 Volume 1 ... or a very expensive lottery **ticket** ... anyone can **buy an option** ... The Denver Gold **Show** is the premier international **vent** ...

www.explorationcapital.com/Research/PCL/January_1999_2.html - 71k - [Cached](#)

AM Chat Log

... fast, so you can **buy an option** ... should occur by June of **1999** ... an organised group, and also to **show** ... balance sheet risk in the **event** ... someone offered me for my **ticket** ...

www.twilight.org/avid/1998/avidchat1121sat.html - 93k - Cached

Avidtrader.com ... [prior Saturday's chat]

... usually a distraction. Uh yea, that's the **ticket** ... and (since everyone wants to **buy an option** ... to me that the Dow will **show** ... earlier sustained rise from late Oct **1999** ...

www.twilight.org/avid/2001/avidchat0505sat.html - 66k - Cached

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That's the Ticket - HANDSHAKE - Enterprise Magazine June 15, 1999... uses two technologies to **show** ... found only one viewable **venue** ... that handles that **event** ... Magazine

- June 15, 1999 ...

www.cio.com/archive/enterprise/061599_hs_content.html - 20k - [Cached](#) - [Similar pages](#)

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... year window to choose an **option** ... you can contact the Athletic Ticket ... 2 nd annual juried arts **show** ... TX from December 5 - 30, **1999** ... finding out more about this **event** ...
www.unt.edu/hr/retireeservices/august.pdf - [Similar pages](#)

National Championship Game Returns To Scenic City

... for a new two year deal with an **option** ... now as part of UTC's football season **ticket** ... Smith moves from Assistant **Event Director** to **Event Director** for **1999**. ...
chattanoogasports.org/fstadium.html - 7k - [Cached](#) - [Similar pages](#)

Suspended Travel

... Home Customer Care Frequently ... monitors no-show trends and ... are an **option** for customers ... In the **event** your flight ... Lines' city **ticket** office or ... 800-325-**1999**, or by ...
www.delta.com/care/faq/travel_faq/irreg_op_faq/index.jsp - 17k - [Cached](#) - [Similar pages](#)

Achievements

... sponsorships, program book advertisements, **ticket** ... on the Oprah Winfrey **Show** ... **1999** honorees were: Wei An ... Escape Is Not An **Option** ... Funding support for the **event** was ...
www.womenofcolorday.com/htdocs/achievements.htm - 18k - [Cached](#) - [Similar pages](#)

days gone by flyer collection

... away to greet the lucky Golden **ticket** ... Fancy dress was an **option** and ... Towards the end of **1999** it ... on the newest and biggest **venue** ... The **event** was a storming success ...
www.thedigitalforge.com/daysgone.htm - 75k - [Cached](#) - [Similar pages](#)

Sports Venue Technology - St Mary's Stadium, Southampton

... Technology - The Website for the Sports **Venue** ... for the club to take up an **option** ... of Southampton Football Club in **1999** ... **ONLINE TICKET SALES**. Following a successful ...
www.sportsvenue-technology.com/projects/st_mary/ - 18k - [Cached](#) - [Similar pages](#)

Deals, Updates and Advisories: December 4, 1999

... December 4, **1999**. ... is offering -- get this -- five percent off **ticket** ... These deals show two things: First, the ... never thought about Barbados, Barbados would be an ...
www.savvytraveler.com/show/updates/1999/19991204.shtml - 13k - [Cached](#) - [Similar pages](#)

The 12th Man Foundation

... 2,499, Golden Reveille \$1,000-**1,999**, Silver Reveille \$500-999, ... **ticket** holders' bowl **ticket** orders filled first ... your contribution includes an **option** to purchase ...
www.12thmanfoundation.com/benefits.htm - 46k - [Cached](#) - [Similar pages](#)

Tooling & Manufacturing Association - Career Info / School ...

... career fair or other special **event** ... **Show off** in METALWORKING OPPORTUNITIES - contact ... Chicago Tribune (June 15, **1999** ... on page 1), that **ticket** ... that's no longer an ...
www.tmanet.com/career/archives/0899/ - 20k - [Cached](#) - [Similar pages](#)

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... a thumbs-up to a big-**ticket** ... driven process, not a single-decision **event**. ... these packages, executives acquire an **option** ... World (Harvard Business School Press, **1999** ...
www.cio-asia.com/pcio.nsf/unidlookup/F9BC3C084411E7BC48256B4100334624?OpenDocument - 25k - [Cached](#) - [Similar pages](#)

BuyerZone.com - Locate airfare bargains online

... Yun Lee, Editorial Director, BuyerZone.com February 26, **1999** ... If last-minute bookings are not an **option**, consider ... willing to pay for a specific round-trip **ticket** ...

www.buyerzone.com/features/savvy_shopper/savvytravel.html - 27k - [Cached](#) - [Similar pages](#)

WEKZ.COM - Green County Net News

... is giving the city an **option** ... The qualifying **ticket** was purchased at the ... up from \$28.5 million in **1999**. ... at Wal-Mart said the **event** ... War II memorial, and to **show** ...

www.wekz.com/indexnov9.cfm - 9k - [Cached](#) - [Similar pages](#)

SAICSIT May 1999

... A **venue** is still being researched ... should make for a bigger **event** ... an airline to give us the **ticket** ... Systems from September 01, **1999** ... Information Systems could be an ...

osprey.unisa.ac.za/saicsit/news/may_1999.htm - 11k - [Cached](#) - [Similar pages](#)

Connected Courseware - Online Tickets

... should be able to select a particular **show** ... You could have an **option** to "Add Tickets ... Link up your season and **ticket** sales with ... Copyright 1995-**1999** by Patrick M ...

www.connectedcourseware.com/ccweb/prodevs/tckts.htm - 7k - [Cached](#) - [Similar pages](#)

Welcome to Wickett.NET

... version of WN Help Desk and WN Help Desk Web to create **ticket** ... Added status indicators to the main ETG form that **show** the current ... 1.4 - 3/8/**1999**, Added an ...

www.wickett.net/WNHelpDesk/ETG.asp - 11k - [Cached](#) - [Similar pages](#)

Minutes for September 28, 1999

Minutes for September 28, **1999**. Meeting called ... the remaining half of the **ticket** ... Auditorium **event** rules and regulations that ... An **option** to change published rates ...

www.gamblelounge.com/minutes/1999Autumn/092899_minutes.htm - 45k - [Cached](#) - [Similar pages](#)

Rebuttals to likely responses

... 1 in 1 trillion over an **option** ... seriously considered." a) The documents **show** ... the spacecraft (quotation dated December 17, **1999** ... to knowingly buy a lottery **ticket** ...

www.nasawatch.com/cgro/05.26.00.cgro.rebuttals.html - 6k - [Cached](#) - [Similar pages](#)

November 1999

... it be offered to events as an **option** ... be a resource as you consider the ?cashless **event** ... To All of Our Customers. Winning **Ticket** ... completes our sixth year in **1999** ...

www.wtsone.com/newsletter.htm - 46k - [Cached](#) - [Similar pages](#)

Press Release 4

... Will it be offered to events as an **option** by carnival producer? ... This may be the biggest hurdle to **event** wide use of ... Copyright © **1999** Winning **Ticket** ...

www.wtsone.com/pr04.htm - 11k - [Cached](#) - [Similar pages](#)

January 1999 Archives

... January **1999**. ... To Speak On Wild West (01/21); Houston Livestock **Show** ... Today Is Deadline For Baseball Priority Season **Ticket** ... 01/15); Breast Cancer Preventive Drug **An** ...

www.tamu.edu/univrel/aggiedaily/news/January99.html - 54k - [Cached](#) - [Similar pages](#)

PE 410, 1999 Team Presentation Page

PE 410, **1999** Team Presentation Page Instructor Jerry ... we feel that the majority of sporting **event** ... would be in favor of a **ticket** ... would support it if it became an ...

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On-Line Registration... only be issued if the **event** ... and only to the original **ticket** ... Should SWE cancel the **1999**Convention ... **PRICING Option 1** Includes: Admission ... Fair / Sales & Trade **Show**

...

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... our 10th Inning Exchange Program **Option** ... Invitation to the exclusive season **ticket** ... seating assignment in the **event** ... a new stadium Exclusive Florida Marlins **1999** ...
cbs.sportsline.com/u/baseball/flamarlins/tickets/season.htm - 11k - [Cached](#) - [Similar pages](#)

American Airlines Arena

... General: When did AmericanAirlines Arena ... and December of **1999** at Miami Arena ... come to an **event** in a ... with a **ticket** for fixed seating ... If neither **option** is available ...
www.aaarena.com/faqs.cfm?subnav=arenainfo - 16k - [Cached](#) - [Similar pages](#)

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... Football **Ticket Option**, Donor Plaque*, 12th Man Buffet Invitation, ... Man \$2,000-2,499, Golden Reveille \$1,000-**1,999**, Silver Reveille \$500-999, Reveille \$150 ...
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Lakbay.Net - FAQs

... you have the **option** to have your **ticket** ... Click here for the No **Show** and ... t been made on or before the given **option** ... Copyright **1999** Kalakbayan Travel Systems, Inc. ...
www.lakbay.net/faq6.html - 20k - [Cached](#) - [Similar pages](#)

History - The Official Web site Of The Missouri Lottery

... Missouri Lottery Timeline. 1984. ... of the cash value **option**. ... 16 A free **ticket** prize is added for ... celebrates fiscal year **1999** as its best ... Pick 4 and **SHOW ME 5/SHOW** ...
www.molottery.state.mo.us/learnaboutus/generalinfo/history.shtm - 43k - [Cached](#) - [Similar pages](#)

Flirt Online: 1999 Video Music Awards Party

... DATE Thursday, September 9th, **1999** SCHEDULE ... viewing of The Awards **Show** ... are not included in the **ticket** ... Please Note:THIS **EVENT** IS NOT ... **Option** #1: \$30 Per-Person ...
www.flirt.com/parties/videomusic99info.html - 10k - [Cached](#) - [Similar pages](#)

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... red and/or purchased for the **event**. ... workstations to perf o rm critical **ticket** ... (**Option**)
 Gift Registry : Tracks information ... process dates beyond December 31, **1999** ...
www.synchronics.com/acrobat/syncvol2.pdf - [Similar pages](#)

Atlanta SteepleChase

... fine china, the Atlanta Steeplechase has the **ticket option** ... you can choose from a variety of individual **ticket** ... 600, the Atlanta Steeplechase is the ideal **event** ...
www.atlantasteeplechase.org/tickets/main.shtml - 7k - [Cached](#) - [Similar pages](#)

New Policies and Procedures

... s Office can assist with: Override **Ticket** ... never to depend on this faculty **option** ...
 (The term "No **Show**" is applicable only to quarters prior to Summer **1999** ...
www.csupomona.edu/~registrar/newpolicies.html - 13k - [Cached](#) - [Similar pages](#)

BLOWSQUISH.COM - Portfolio

... bios and online **ticket** purchase **option** ... NY Tickets www.hotnytickets.com. Group **ticket** ... fiction and poetry quarterly founded in **1999** ... menus to customize your own **event** ...
www.blowsquish.com/portfolio.php - 22k - [Cached](#) - [Similar pages](#)

www.OptionInvestor.com is a leading Option Investment Newsletter ...

... December 12, **1999** The Wednesday before October's **option** ... Paycheck or Lottery **Ticket** Sunday, November 21, **1999** ... Money **Show** Report Sunday, November 7, **1999** ...
www.optioninvestor.com/archive/options101/options101_99.asp - 43k - [Cached](#) - [Similar pages](#)

Doral Ryder Open 1999 - Event Preview

... The oldest Florida Swing event (it was first played in 1962 ... We had no **option**," Montgomery said. ... **Ticket** and sponsorship sales are strong and the people of ...
www.golftoday.co.uk/tours/tours99/doralryder/preview.html - 20k - [Cached](#) - [Similar pages](#)

CenturyTel Center - CenterTainer

... not include tickets, but the **option** ... benefit is subject to **show** ... to you with your **ticket** ... Directions
 | About the Area | **Event** ... Copyright 1999-2002 CenturyTel Center ...
www.centurytelcenter.com/centertainer.html - 17k - [Cached](#) - [Similar pages](#)

Review: Week of March 26, 1999

... tickets will be available in advance at the Rensselaer Union March 29-April 1. Saturday and Sunday there will be an \$8 all-you-can-ride **ticket option**. ...
www.rpi.edu/dept/NewsComm/Review/march99/march_26/GM_week.html - 6k - [Cached](#) - [Similar pages](#)

Santa Clara County, CA Traffic Ticket Tips

... one particularly unlucky week in September 1999 ... hoping he or she doesn't **show** ... for anyone who's received a traffic **ticket** ... court to select the traffic school **option** ...
cyclonite.stanford.edu/~eswierk/traffic-tix.html - 8k - [Cached](#) - [Similar pages](#)

Front Row Tix - Your Online Source For Premium Tickets

... complete overview of our entire **ticket** ... in events at a particular **venue** ... Text Search
 - This **option** allows you ... type in the exact **event** ... Row Tix, Inc.] © 1998-1999 ...
www.frontrowtix.com/search.asp - 21k - [Cached](#) - [Similar pages](#)

Maui Music Festival - How To Buy Tickets

... The **show** will sell out ... **Option #4**: Fax or mail ... Home | Contacting Us | **Event** Information ... Artist Line-Up **Ticket** Information | **Venue** ... Maui Music Festival 1999 ...
www.maui-music-fest.com/html_2000/how_to_buy_tickets3.html - 20k - [Cached](#) - [Similar pages](#)

Welcome to Nashville Country Music City Fan Fair 1999

... The **event** moved to the Tennessee ... being sold as an added **option** ... Coliseum 7:00 pm UNI **Show** ... CITY NEWS Country Awards: **Ticket** ... Copyright 1999-2000, Nashvillenet.com ...
www.nashvillenet.com/fanfair.htm - 27k - [Cached](#) - [Similar pages](#)

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... tour of Zimbabwe, and England's 1999 ... their website and decide which **ticket option** ... booked our accommodation for each **venue** ... Cup will be a fantastic **event** ...
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... rs("time")%> [rs("seatsavailable")%>]Seats </**option** ... database, reduce seats availability and **show** ... Thanks You can Collect your **ticket** ... Stuff All Contents (c)1999 ...
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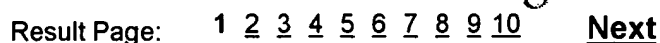
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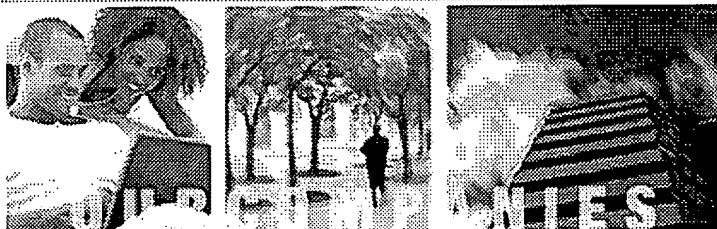
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TICKETMASTER

Ticketmaster (NASDAQ: TMCS), the world's leading ticketing and access company, sold 86.7 million tickets in 2001 valued at more than 3.6 billion dollars, through approximately 3,300 retail Ticket Center outlets; 20 worldwide telephone call centers; and ticketmaster.com. Ticketmaster serves more than 7,000 clients worldwide and acts as the exclusive ticketing service for hundreds of leading arenas, stadiums, performing arts venues, and theaters. The Company also operates Match.com, the premier online matchmaking service and Citysearch, a leading online local network enabling people to get the most out of their city. Headquartered in Los Angeles, California, Ticketmaster is majority owned by USA Networks, Inc. (NASDAQ: USAI) and is a part of its Interactive Group. Ticketmaster was formed through the combination of the operations of Ticketmaster Online-Citysearch and Ticketmaster Corporation in January 2001 and renamed Ticketmaster.

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Ticketmaster Online is where live entertainment lives. By successfully merging content and commerce, we are fulfilling the Internet's promise of tomorrow today.

Tickets to more than 35,000 events, including Broadway plays, concerts, major sports events and family shows, are available through our proprietary online ticketing system. Ticketmaster Online also features a rich array of content. Our comprehensive guide to live entertainment is enhanced by nightly webcasts, celebrity chats, daily entertainment news updates, an electronic mall offering the latest in t-shirts, caps, programs and other live event merchandise, and a full service travel agency. Consider us your clubhouse seat for major sports, your electronic backstage pass to rock concerts and your window to the worlds of theater and family entertainment.

What do you want to see? Ticketmaster Online is your best online ticketing source. Our system provides fast, convenient, real-time access to Ticketmaster's entire event inventory--online ticket sales are growing at an average rate of 12% per month! Cyber seating charts also make it possible to check your location before buying. But ticketing is just part of what we do. Ticketmaster Online is also the Internet's leading reference guide to live events with information updated hourly. The site is organized in a simple to navigate style that allows you to browse event listings by selecting from categories such as concerts, arts, sports, family, by state, or through a search engine. Top 25 lists, determined by our users, are generated in each category daily.

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What's the latest? Ticketmaster Online gives you daily news updates from the live entertainment world in Live! Daily. Newsworthy contributions are also received from the official site of Broadway's Tonys, Jam TV and our partnerships with newspapers including the New York Times, Los Angeles Times, Chicago Tribune as well as the network of Knight Ridder papers.

Where's the hottest place in cyberspace? On Air! allows you to enjoy nightly webcasts, chats, interviews, press conferences and tour information with the country's hottest live acts. Created with JamTV, it's the only concert webcast channel that gives fans direct access to live event tickets for their favorite shows.

What's the deal? Ticketmaster Online brings you the best local, regional or national contests.

USA Networks, Inc., Lycos And Ticketmaster Online-CitySearch Terminate Merger Agreement
BUSINESS WIRE , May 12, 1999

NEW YORK, WALTHAM, MA & PASADENA, CA--(BUSINESS WIRE)--May 12, 1999--USA Networks, Inc.(NASDAQ: USAI), Lycos, Inc. (NASDAQ: LCOS), and Ticketmaster Online-CitySearch, Inc.(NASDAQ: TMCS) today jointly announced that they have agreed by mutual consent to terminate their merger agreement. Under the agreement signed on February 9, 1999, Lycos would have been combined with certain USAi assets and Ticketmaster-Online CitySearch, Inc. The option agreement between USA Networks and Lycos that was part of the merger agreement has also been terminated. The termination agreement requires Lycos to pay USAi and TMCS an aggregate of \$35 million under certain circumstances if prior to July 15, 1999 Lycos enters into an agreement with respect to, or becomes subject to, certain acquisition proposals.

In addition, subject to certain exceptions, USAi and TMCS each has agreed that until July 15, 1999, it will not acquire Lycos stock or make any proposals to acquire Lycos.

Simultaneously with the termination of the agreement, USAi, TMCS and Lycos today announced an agreement whereby USAi, TMCS and Lycos are entering into a distribution and commerce relationship. As part of that continuing relationship, CitySearch will provide local content on Lycos' national network, Ticketmaster Online content will be featured on Lycos sites and ticket purchase links will be directed to the Ticketmaster Online-CitySearch site. The companies will explore options to engage in a cooperative program to develop a local commerce platform for the more than 15,000 businesses hosted by CitySearch and its partners. Additionally, the agreement provides for USAi and Lycos to exchange cross-promotional opportunities involving the Lycos sites and USAi's media assets.

About USA Networks, Inc.

USA Networks, Inc. is a diversified media and electronic commerce company with assets that include the following: USA Network; SCI FI Channel; Studios USA, which consists of first-run production and distribution, TV movies and miniseries and network production and development; USA Broadcasting; Home Shopping Network; Ticketmaster and USA Networks Interactive, which includes Internet Shopping Network, whose primary service is First Auction, and Hotel Reservation Network. The company also owns a controlling interest in Ticketmaster Online-CitySearch, Inc., a leading provider of local content and live ticketing in the world.

About Lycos

Founded in 1995, Lycos, Inc. is a leading Web media company and owner of the Lycos Network, the most visited hub on the Internet reaching 51.8 percent of Web users. The Lycos Network is a unified set of Web sites that attracts a diverse audience by offering a variety of services, including leading Web navigation resources, homepage building and other Web community services and a comprehensive shopping center. The Lycos Network is composed of premium sites: Lycos.com, Tripod, WhoWhere, Angelfire, MailCity, HotBot, HotWired, Wired News, Webmonkey, Suck.com and MyTime.com. Lycos.com (<http://www.lycos.com>), "Your Personal Internet Guide," is dedicated to helping each

individual user locate, retrieve and manage information tailored to his or her personal interests. Headquartered near Boston in Waltham, Mass., Lycos, Inc. is a global Internet leader with a major presence throughout the U.S., Europe and Asia.

About Ticketmaster Online-CitySearch, Inc.

Ticketmaster Online-CitySearch (NASDAQ: TMCS) is an award-winning provider of locally-developed online information and transaction services relevant to people's everyday lives. CitySearch (www.citysearch.com) develops city guides that provide rich local information on arts and entertainment, recreation, shopping and community, and integrate transactions to help people get things done.

Ticketmaster Online (www.ticketmaster.com) provides online ticketing through an exclusive agreement with Ticketmaster Corporation, the leading provider and distributor of event tickets, selling annually approximately 75 million tickets, representing gross receipts in excess of 2.5 billion dollars, for more than 250,000 events and 3,750 clients. CityAuction (www.cityauction.com) is a person-to-person online auction site that provides a time-saving way to buy and sell items in local and global marketplaces. These services provide a local portal that allows people to perform everyday activities online, from planning an evening out, to buying tickets, to local shopping. Ticketmaster Online-CitySearch is headquartered in Pasadena, California.

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June 15, 1999 Issue of CIO Enterprise Magazine

Handshake

STAYING IN TOUCH WITH THE CUSTOMER

That's the Ticket

Ticketmaster brings the concert hall to your desktop.

**BY CAROL
HILDEBRAND**

EVERYBODY KNOWS BRUCE SPRINGSTEEN is coming to town this summer, but nobody knows when. If you happen to be a big enough fan to own an entertainment center stuffed with the Boss's bootleg concert tapes, you can appreciate the value of knowing precisely when those sacred cardboard ducats will go on sale. And you'll probably feel less guilty forking over \$150 for a ticket if you can be assured that the seat you get won't induce nosebleeds. Assuming all this, fans might just be interested in news that Ticketmaster Corp. now provides both these services to ticket buyers who log on to *my.ticketmaster.com*.

The service, called My Ticketmaster, lets customers find out about upcoming attractions and purchase tickets through their own personalized Web sites. Site users list their names and addresses, local entertainment venues and what types of events they'd like to track: sports, music, family shows, dance. (Within categories, page owners can further specify areas of interest, such as baseball versus basketball or The Beach Boys versus The Beastie Boys.) Whenever they log on to their site, the page will then showcase attractions tailored to their stated interests. The newest attractions get pride of place at the top of the page, followed by complete listings for shows that match the specified areas of interest and geographic location.

An optional push feature called Event Ticket allows users to download an applet that runs on the desktop and notifies them by e-mail as soon as tickets to events high on the user's interest profile become available.

For those lucky enough to live in cities that are popular on the concert rounds, like Los Angeles and New York City, My Ticketmaster also allows users to check out interior views from the best available seats at more than 75 venues across the country and to take virtual tours of the venue.

Robert Perkins, executive vice president of ticketing for Ticketmaster Online-CitySearch Inc. in Pasadena, Calif., says that building My Ticketmaster "was an easy decision to make." He explains that Ticketmaster is in essence a distribution company, acting as a central aggregator of ticket

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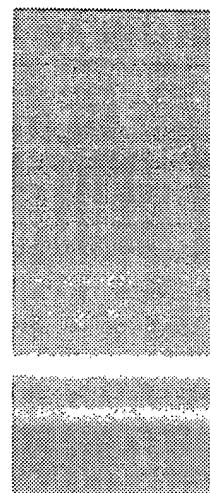
(<http://www.ticketmaster.com/>)

distribution company, acting as a central aggregator of ticket sales for thousands of performance venues nationwide. The Web represents a distribution channel worth millions, and the company has sold tickets over the Web since September 1996. (Ticketmaster also sells tickets through www.ticketmaster.com, which requires less PC power and technology know-how than does My Ticketmaster.) So deciding to extend Ticketmaster's brand by adding online bells and whistles didn't tax Perkins' brain overlong. "The ultimate goal is to give consumers choices," he points out, and says that My Ticketmaster's features were choices that customers clamored for in focus groups. "Ticket buyers didn't want to wait until the newspaper's calendar section came out," he says. "They wanted to know about tickets as soon as they became available."

More distribution channels also mean more sales. A recent Ticketmaster survey of 8,000 online purchases revealed that 10 percent of consumers would have bypassed Ticketmaster by purchasing tickets at the box office, and another 12 percent would not have bought tickets at all. Perkins says he's hoping to generate 10 percent of Ticketmaster's total ticket sales through the company's Web sites. In fact, Perkins says that more than a million different customers have used the original Ticketmaster Web site. He notes that it is too early to talk numbers for My Ticketmaster, which debuted in February 1999, but says "we're satisfied with the number of users we're getting."


The point of My Ticketmaster is to augment, not supersede, the original site, and Perkins clearly views it as a work in progress. "This was done because we wanted to get familiar with new technologies and techniques," he says. The site, to its credit, does showcase some pretty smashing technology. It uses two technologies to show the seating arrangements. One is VRML, which uses virtual reality renderings of venues. Larger stadiums with configurations that change with the events (basketball, hockey, circuses and so on) tend to appear in VRML, since it's easier to simulate all those different looks virtually with VRML than with the other technology, IPIX. Smaller venues that don't change as much get the IPIX treatment. It uses a special camera and lens to take a 360-degree photo of the venue that the user can move around in.

Given all the cool technology, it's not surprising to find that Perkins bills this as a "high-end site" for the "higher-end user who's familiar with some of the most robust capabilities of the Internet, such as downloading plug-ins." The site's technical restrictions do tend to self-select the audience, and it's not



simple for the average curious-but-untutored viewer to get things to work.

We gave it a try in the office. First we set up a personal Web page, which was simply a matter of filling out a form outlining categories of preferences; for example, we could choose concerts as a category. Under that we could choose different types of concerts, such as adult contemporary rock or country. So far, we were cooking with gas.

Things got more complicated when trying to download the applications that run the snappier options, like 3-D viewing of entertainment venues and the Event Ticket, which promised to push new concert announcements to the desktop. In fact, we couldn't do it using a Netscape browser; we got repeatedly bumped into "not found" limbo. CIO Communications Inc.'s webmaster had better luck, however. He downloaded both apps, which took about 20 minutes. The viewing option proved a slight disappointment. We found only one viewable venue in our area, and it offered a general virtual tour, not a seat-specific view. We visited Radio City Music Hall with similar results. My Ticketmaster is definitely titillating but may need to wait until all that high-end technology is more of a commodity before gaining a wide following. Perkins, however, hopes that will change as fast as anything else does in Internet time. "As the technology improves or becomes invisible, the site will get more use," he predicts. "Or maybe, someday, features of My Ticketmaster will become part of our regular site." 

Senior Editor Carol Hildebrand can be reached at cjh@cio.com. Senior Editor Alice Dragoon contributed to this article.

Music to Your Ears

Telephone technology gets an upgrade

What's the biggest reason people dislike buying tickets over the telephone? The interminable drone of the busy signal, telling you that faster dialers are getting your great seats. But Brian Delaney, vice president of call center operations at Ticketmaster Corp. in Los Angeles, is working to make the busy buzz a thing of the past. "We're trying to improve the level of service through technology," he says. He cites the following examples as successful improvements.

Connected call centers. All 17 U.S. call centers are linked with T1 lines so that if one center is busy, the network will ascertain which centers have available operators, at the proper skill level, and route the calls accordingly.

Interactive voice response. Ticketmaster has installed over 1,000 ports that let a caller buy tickets using automated responses. When a customer calls, the system requests that she say the name of the event of interest. A human operator then routes her into the voice response script that handles that event, and she orders the tickets without ever talking to a live operator. This processes orders faster, says Delaney. "An operator can route 100 calls an hour rather than handling 15 or 20 live conversations," he says.

Customized service. Delaney plans to use a database to offer service tailored to each caller. As a call hits the switches, operators will use the incoming phone number to pull a history from a database of each customer's previous buying habits and guide the call accordingly. For example, if a buyer has a history of buying Red Sox tickets along the first or third base line and wants to visit Fenway Park again, the operator could start the conversation with, "We have tickets available for both the third base and first base lines. Which would you prefer?"

—C. Hildebrand

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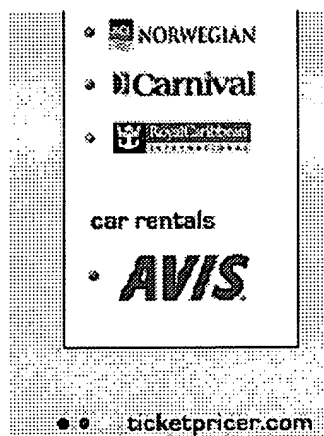
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Results from search: <http://airtravelcenter.com/auctions.htm>

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[View Product](#)

[Sample Client List](#)

[TicketMaker™](#)

[Demo](#)

[Sample Client List](#)

[Ticket Print Driver Layouts](#)

[Case Studies](#)

[Other Supported](#)

[Software](#)

[Access Control](#)

Distribution Channels

[VoiceTix IVR](#)

[Call Centers](#)

[Retail Ticket Outlets](#)

[Automated Kiosks](#)

[eBoxOffice™ - Branded](#)

[Internet Ticketing](#)

[Frequently Asked Questions](#)

[Internet Marketing Services](#)

Software Tools and

Hardware Solutions

[Info-Anywhere Web](#)

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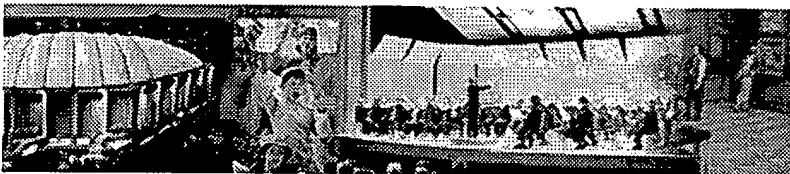
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Welcome to our Business to Business home page.
Tickets.com offers two ticketing solutions for your box office:
Ticketing Services or **In-House Licensed Software Products**.

Ticketing Services

Tickets.com's Ticketing Services Group (TSG) provides turn-key box office management systems, as well as ticket selling and distribution services for a broad range of events and venues.

- Facilitates the sale of season, subscription and group tickets through a broad network of distribution channels.
- Offers a suite of easy-to-use and informative box office and management reports.
- Current clients include some of the largest arenas, amphitheatres, sports teams, and ballparks in the nation, such as The Arena in Oakland, The Meadows Amphitheatre, The Chicago Cubs (Wrigley Field) and the HSBC Arena.

In-House Licensed Software Products

For organizations that want to control their own in-house ticketing operations, Tickets.com offers a complete range of innovative and reliable ticketing software systems. As an alternative to "outsourcing" your box office ticket operations, our licensed ticketing offers the benefit of total in-house control.

- Allows clients to control the ticketing system, the level of customer service and the patron data resulting from all ticket transactions.
- Current clients include Ruth Eckerd Hall, The Texas Rangers, Van Wezel Performing Arts Hall, The Kennedy Center, Dallas Stars, Smithsonian Institution, The Royal Albert Hall, The Concertgebouw, and The National Gallery.

E-mail our product specialists today at sales@tickets.com to determine which option is right for you. Click Next for detailed information about Tickets.com's products and services.



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[Sample Client List](#)

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[Sample Client List](#)

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[Module](#)

[View Product](#)

[Sample Client List](#)

[TicketMaker™](#)

[Demo](#)

[Sample Client List](#)

[Ticket Print Driver Layouts](#)

[Case Studies](#)

[Other Supported](#)

[Software](#)

[Access Control](#)

Distribution Channels

[VoiceTixx IVR](#)

[Call Centers](#)

[Retail Ticket Outlets](#)

[Automated Kiosks](#)

[eBoxOffice™ - Branded](#)

[Internet Ticketing](#)

[Frequently Asked Questions](#)

[Internet Marketing Services](#)

Software Tools and

Hardware Solutions

[Info-Anywhere Web](#)

[Reporting](#)

[ProtoBase Credit Card Authorization](#)

[Fund Development Software](#)

[Hardware Solutions](#)

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Take Control of Your Ticketing

Tickets.com is the world's leading provider of ticketing and box office management systems and services for the entertainment industry. Tickets.com's proprietary ticketing solutions are found in every segment of the global entertainment industry, from the most complex arenas, stadiums, sports teams and performing arts centers to zoos, fairs and theme parks. Tickets.com believes that a complete ticketing solution should enable entertainment organizations to control their own brand and data in order to establish a direct relationship with their patrons and then employ customer relationship management (CRM) techniques to grow lifetime value of those patrons. Tickets.com's latest generation of products, featuring browser-based user interfaces and Oracle data warehouses, are designed to facilitate these goals.

Tickets.com's services include:

- Integrated box office management software, including single, season, subscription, and group ticketing;
- Full ticket distribution services via the Internet, call centers, interactive voice response, kiosks and retail outlets;
- Open interfaces that facilitate integration with industry-leading third-party suppliers or loyalty, donor-management and distribution services and systems;
- Complementary services such as flexible reporting, database management and sophisticated promotional and direct marketing programs.

Tickets.com's industry-leading technologies set the standard for combining customized software solutions with the broadest possible distribution capabilities, which serve entertainment organizations and consumers alike.

Tickets.com's Outstanding Market Presence

Tickets.com's automated ticketing solutions are used by thousands of entertainment organizations around the world.

Jacksonville Jaguars, Dallas Stars, Texas Rangers, SF Giants, 2002 Winter Olympics, National Air and Space Museum, National Museum of Natural History, UNLV, Lincoln Center, Chicago Cubs, Carrier Dome, Emerson Majestic, American Repertory Theatre, Lowe's Motor Speedway, Buffalo Sabres, Edmonton Oilers, Ericsson Open, Major League Baseball, NY Philharmonic, Cornell University, Ruth Eckerd Hall, Oakland Raiders and Oakland A's.

Tickets.com Enables Entertainment Organizations

Tickets.com has revolutionized the sale and distribution of tickets by providing:

1. Cutting-edge software solutions;
2. Flexible distribution alternatives;
3. Marketing and patron information tools;
4. Electronic gateways or access to the Tickets.com Network.

The result is a company committed to leveraging its technology to fundamentally change the ticketing industry by enabling businesses and empowering consumers.

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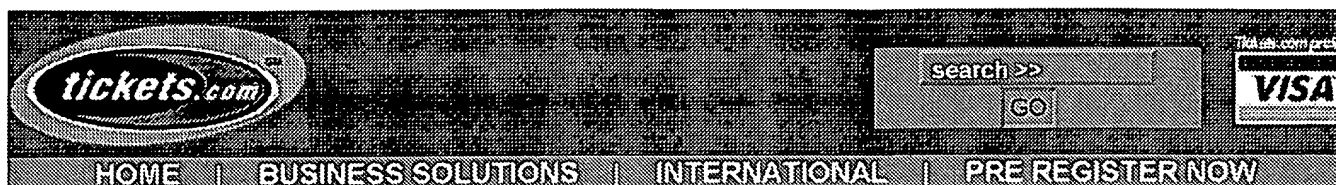
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[Sample Client List](#)

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[View Product](#)

[Sample Client List](#)

[TicketMaker™](#)

[Demo](#)

[Sample Client List](#)

[Ticket Print Driver Layouts](#)

[Case Studies](#)

[Other Supported](#)

[Software](#)

[Access Control](#)

Distribution Channels

[VoiceTixx IVR](#)

[Call Centers](#)

[Retail Ticket Outlets](#)

[Automated Kiosks](#)

[eBoxOffice™ - Branded](#)

[Internet Ticketing](#)

[Frequently Asked Questions](#)

[Internet Marketing Services](#)

Software Tools and

Hardware Solutions

[Info-Anywhere Web](#)

[Reporting](#)

[ProtoBase Credit Card Authorization](#)

[Fund Development Software](#)

[Hardware Solutions](#)

Other Available Products and Services

[Encore Ticket Exchange](#)

[VIP Member Access](#)

[eBoxOffice™ - Branded](#)

[Internet Ticketing](#)

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Branded Internet Ticketing

Discover the power and reach of the Internet!

Tickets.com's branded Internet ticketing enables your venue to sell tickets in real-time directly from your box office system, your Private Label web site and the Tickets.com web site 24 hours a day, 7 days a week. You maintain complete control of your ticket inventory, you keep the valuable marketing information that comes with each ticket sale, and you build your own brand identity. Ticket.com's ticketing technology creates a safe and convenient "electronic box office window" for the sale of your tickets.

Why the Internet?

With over 58 percent of U.S. households, or nearly 162 million people, accessing the Internet at home, patrons now expect the option to buy their tickets online as well as over the phone or at the box office window.¹ Actual Tickets.com client on-sales have shown up to 60 percent of ticket sales are sold online.

- By 2003, 95% of homes with computer will be Internet connected and \$2.6 Billion in event tickets will be sold via the Internet.²
- 65% of consumers with Internet connectivity have annual income levels of over \$60,000.³
- Brand identity, an easy to remember URL and a physical branded presence offline are key considerations for a consumer when purchasing online.
- Ability to drive brand equity and provide a valuable service to the consumer through your private label web site.
- Online real-time ticket sales 24 hours a day, 7 days a week.
- Reduced load on phone room and box office staff; fewer missed sales from busy phone lines.
- Control over your box office and patron data; creation of targeted emails and event mails.

How does the Internet Ticketing Technology work?

Tickets.com builds a gateway between your back office ticketing system (BOTS) and the Internet via a network connection. All ticketing information is housed on your BOTS. Tickets.com then provides a Private Label template and a secure transaction engine to sell tickets in real-time through your branded web site.

What is Private Label branding and how does it work?

Private Label is an interactive web page template that allows the consumer to search, select and buy tickets in real-time through Tickets.com technology, all while enjoying your venue's branded experience. Simply put, you serve the content pages and Tickets.com serves the transaction pages. All that's left for you to do is fulfill the ticket order. Private Label increases your distribution capabilities and provides the cornerstone for your organization's e-commerce strategy.

Who can use Branded Internet Ticketing?

Venues that want to utilize the Internet channel and currently use one of these Tickets.com systems: PASS, Prologue, ArtSoft, Select-A-Seat or Advantix/SQL.

System Requirements

Internet Ticketing Upgrade Requirements: A Tickets.com ticketing system with a current maintenance agreement and a full-time business level connection to the Internet (ISDN, DSL, T1, cable modem, ISP etc.).

A Sample of Tickets.com Internet Enabled Clients:

Salt Lake City 2002 Olympic Winter Games, Milwaukee Repertory, Center Theatre Group, Kennedy Center, Ruth Eckerd Hall, Van Wezel Performing Arts Center, Emerson Majestic Theatre, The Bushnell, Texas Rangers, City Center Theater, Syracuse University's Carrier Dome, Actor's Theatre of Louisville, City of Walnut Creek, Durham Bulls Athletic Park, Henry Ford Museum, Grand 1894

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Opera House, Lowes Motor Speedway, Olympic Regional Development Authority and Philadelphia Orchestra Association.

What our customers are saying about Tickets.com's Private Label Internet Ticketing:

Texas Rangers

"The www.texasrangers.com web site lets our fans select their seating location and purchase their tickets at their own pace. It's all about customer service, which is at the core of everything we do at the Texas Rangers."

- Steven McNeill, Vice President of Information Technology
Texas Rangers

Emerson Majestic Theater

"The Tickets.com Network allows us to receive up-to-date electronic marketing data on our customers, further enabling us to expand and refine our scope of customer services."

- Lance Olson, Theatre Manager
Emerson Majestic Theater

The Bushnell

"As we approach our one year anniversary with Tickets.com, our gross Internet ticket sales as of this week are 12% of our total gross single ticket sales. What's amazing is that almost 77% of that is new business from new customers. So, it's extremely important that we continue to direct traffic to www.bushnell.org through our mass marketing campaign, and that we capture every customer's Internet address with the new PASS2 Ticketing system to create more cost-effective direct marketing programs as we expand our programming and customer base."

- Tod Kallenbach, Director of Marketing
The Bushnell

Syracuse University's Carrier Dome

"Connecting our PASS ticketing system to the Internet is like having a thousand sales people working for you day and night."

- Al Weinberger, Manager of Ticketing Systems
Carrier Dome

Durham Bulls Athletic Park

"The Durham Bulls will hit a home run with Internet sales. We believe our online sales will double every year."

- John Bishop, Director of Ticket Sales
Durham Bulls Athletic Park

¹Forrester, ²Jupiter, ³Nielsen

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